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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|---------------------|------------------|
| 09/536,101 | 03/24/2000 | Craig A. Finseth | PD-990196 | 2196 |
| 20991 | 7590 | 03/22/2007 | EXAMINER | |
| THE DIRECTV GROUP INC | | | LONSBERRY, HUNTER B | |
| PATENT DOCKET ADMINISTRATION RE/R11/A109 | | | | |
| P O BOX 956 | | | ART UNIT | PAPER NUMBER |
| EL SEGUNDO, CA 90245-0956 | | | 2623 | |

| SHORTENED STATUTORY PERIOD OF RESPONSE | MAIL DATE | DELIVERY MODE |
|--|------------|---------------|
| 3 MONTHS | 03/22/2007 | PAPER |

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

| | | |
|------------------------------|---------------------|----------------|
| Office Action Summary | Application No. | Applicant(s) |
| | 09/536,101 | FINSETH ET AL. |
| | Examiner | Art Unit |
| | Hunter B. Lonsberry | 2623 |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 15 December 2006.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-6,8-14, 16-24,26-34 and 36-62 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) 1-6,8, 17, 19-24, 26, 37-43, 45-47, 51-53, 57-59 and 62 is/are allowed.
 6) Claim(s) 9-14, 16, 18, 27-34, 36, 44, 48 -50, 54-56, 60 and 61 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

| | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. In view of the Appeal Brief filed on 1/31/06, PROSECUTION IS HEREBY REOPENED. A new grounds of rejection is set forth below.

To avoid abandonment of the application, appellant must exercise one of the following two options:

(1) file a reply under 37 CFR 1.111 (if this Office action is non-final) or a reply under 37 CFR 1.113 (if this Office action is final); or,

(2) initiate a new appeal by filing a notice of appeal under 37 CFR 41.31 followed by an appeal brief under 37 CFR 41.37. The previously paid notice of appeal fee and appeal brief fee can be applied to the new appeal. If, however, the appeal fees set forth in 37 CFR 41.20 have been increased since they were previously paid, then appellant must pay the difference between the increased fees and the amount previously paid.

A Supervisory Patent Examiner (SPE) has approved of reopening prosecution by signing below:



JOHN MILLER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600

Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

2. Claims 9-14, 16, 18 27-34, 36, 44, 48 -50, 54-56, 60 and 61 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

The independent method claims of 9, 18 and 27 is not directed towards a practical application. The claims do not require any physical transformation and the invention as claimed does not produce a useful, concrete, and tangible result (see MPEP 2106). The Examiner suggests applicant amend the claims after the generating step to include the following language or its equivalent for each respective claim in order to achieve a practical application: "displaying on a display device said modified data." Support for displaying the modified data appears on page 12 of Applicant's specification.

The independent claim 44 is directed towards non-statutory subject matter as noted in the Interim 101 Guidelines. The claims do not require any physical transformation and the invention as claimed does not produce a useful, concrete, and tangible result (see MPEP 2106). Applicant recites functional descriptive material as data structures (the article of manufacture embodying logic, in claim 44), however data structures not claimed as embodied in computer-readable media are descriptive material per se and are not statutory because they are not capable of causing functional change in the computer. See, e.g., Warmerdam, 33 F.3d at 1361, 31 USPQ2d at 1760 and further discussion at MPEP 2106.01.

The Examiner suggests applicant amends the claim in one of the following two ways:

Amend the preamble as “A computer readable medium encoded with a computer executable method for modifying received program content, and executed by a processor, said method comprising:”

Support for the computer readable medium can be found on page 5 of Applicant's specification with regards to the discussion of memory 78, which the application software for modifying the received program content by the processor is stored.

Alternatively, Applicant could amend the claims to include practical application by positively reciting a display step within the claim. The Examiner suggests the following language, “displaying the modified frame of the data representing the program content on the presentation device.”

Support for displaying the modified data appears on page 12 of Applicant's specification.

Allowable Subject Matter

3. The following is an examiner's statement of reasons for allowance: In light of the BPAI decision dated 12/15/06, the prior art of record does not disclose nor reasonably suggest the system as claimed in independent claims 1 and 19 and the receiver of independent claims 17 and 37 in which broadcast data is received and modified to included multiple copies of a receiver identification and provided to a presentation device.

Claims 1-6, 8, 17, 19-24, 26, 37-43, 45-47, 51-53, 57-59 and 62 are allowed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hunter B. Lonsberry whose telephone number is 571-272-7298. The examiner can normally be reached on Monday-Friday during normal business hours.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on 571-272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

HBL

DKZ
Hunter B. Lonsbom
Patent Examiner
Art Unit 2623